2015 Best Resale Value Award Winners Announced By Kelley Blue Book

Subaru, Lexus Achieve Top Honors as Best Brand, Luxury Brand;
Trucks, SUVs Dominate for 2015; More than Half of Top 10 Models Hail from Domestic Manufacturers

IRVINE, Calif., Jan. 23, 2015 /PRNewswire/ -- The 2015 model-year brand and category winners of the annual Best Resale Value Awards, recognizing vehicles for their projected retained value through the initial five-year ownership period, were announced today by Kelley Blue Book, www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.

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Subaru and Lexus earned top honors for best brand and best luxury brand (respectively), with Subaru claiming three model winners and Lexus producing six model winners from a total of 22 different segments. In addition, Chevrolet and Toyota each have an impressive five models winning 2015 Best Resale Value Awards, with the majority being trucks or SUVs.

"Lexus notably captured the top luxury brand honors for the fourth year in a row, and after previously winning the brand award in 2011, Subaru is back on top again for 2015 as the best mainstream brand for resale value across its entire lineup," said Eric Ibara, director of residual value consulting for Kelley Blue Book. "While both Subaru and Lexus deliver incredible resale value, we also are impressed with the strides made by General Motors, which tops domestic automakers with seven combined awards for Chevrolet and GMC. The entire list of Top 10 Best Resale Value vehicles is dominated this year by trucks, SUVs and crossovers, which is a testament to the strength these categories will carry in the future."

Kelley Blue Book's Best Resale Value Awards are in its 13th year and are based on projections from the *Kelley Blue Book® Official Residual Value Guide*. Kelley Blue Book® Residual Values are established by experienced automotive analysts that review the output from the statistical models built upon millions of transactions. Vehicles that earn the highest five-year residual values, expressed as a percentage of their original Manufacturer's Suggested Retail Price (MSRP), are selected for these prestigious awards. Low-volume vehicles and vehicles with an MSRP of more than $60,000 are excluded from award consideration, except in the plug-in vehicle, luxury and high-performance categories.

2015 BEST RESALE VALUE: BRAND

SUBARU

2015 BEST RESALE VALUE: LUXURY BRAND

LEXUS

2015 BEST RESALE VALUE: BY VEHICLE CATEGORY

SUBCOMPACT CAR: Honda Fit

COMPACT CAR: Subaru Impreza

SPORTY COMPACT CAR: Subaru WRX

MID-SIZE CAR: Subaru Legacy

FULL-SIZE CAR: Dodge Charger

ENTRY-LEVEL LUXURY CAR: Lexus RC 350

LUXURY CAR: Lexus GS 350

HIGH-END LUXURY CAR: Lexus LS 460

SPORTS CAR: Chevrolet Camaro V6

HIGH PERFORMANCE CAR: Chevrolet Corvette

HYBRID/ALTERNATIVE ENERGY CAR: Toyota Camry Hybrid

PLUG-IN VEHICLE: Porsche Cayenne S E-Hybrid

COMPACT SUV/CROSSOVER: Jeep Wrangler

MID-SIZE SUV/CROSSOVER: Jeep Wrangler Unlimited

FULL-SIZE SUV/CROSSOVER: Chevrolet Suburban

LUXURY COMPACT SUV/CROSSOVER: Mercedes-Benz GLK-Class

LUXURY MID-SIZE SUV/CROSSOVER: Lexus GX 460

LUXURY FULL-SIZE SUV/CROSSOVER: Lexus LX 570

HYBRID SUV/CROSSOVER: Lexus RX 450h

MID-SIZE PICKUP TRUCK: Toyota Tacoma

FULL-SIZE PICKUP TRUCK: Toyota Tundra

MINIVAN/VAN: Toyota Sienna

2015 BEST RESALE VALUE: TOP 10 CARS

Chevrolet Colorado
Chevrolet Silverado
Ford F-150
GMC Canyon
GMC Sierra
Honda CR-V
Jeep Wrangler
Toyota Tacoma
Toyota Tundra
Toyota 4Runner

(Residual values used for award calculations are based on the 2015 model-year vehicles that appear in the January/February 2015 Kelley Blue Book® Residual Value Guide. Top 10 models appear in alphabetical order).

While most car buyers today consider sticker price one of the most significant numbers when choosing a new vehicle, the editors at Kelley Blue Book's KBB.com recommend shoppers consider a number they won't find on any window sticker: the resale value. Depreciation often is the greatest expense incurred by drivers during the first five years of vehicle ownership. An average 2015 model-year vehicle only will retain about 38.2 percent of its original value after a five-year ownership period, meaning that a $50,000 new car today will only be worth somewhere close to $19,100 after five years. Vehicles with average or below-average resale values are generally plentiful in the marketplace and easy to find. But certain vehicles are projected to hold their value better than others. While much of a vehicle's resale value is based on supply and demand, as well as current and projected future market conditions, vehicles that retain their value best are typically discounted the least and tend to generate high levels of consumer interest.

"Most options and packages added to a vehicle do not necessarily increase its resale value," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book. "However, there are exceptions to the rule, such as a high-performance engine or a performance package in a sports car. Regional preferences can significantly impact the value of a vehicle as well. In the colder sections of the country, a two-wheel drive vehicle's resale value often will not be as high as a four-wheel or all-wheel drive version of that same model. In warmer climates black (or dark-colored) cars will not have as high resale value as they could command in other regions."

While the company's *Residual Value Guide* has been published since 1982, Kelley Blue Book established its annual Best Resale Value Awards in 2003. Residual values reflect projected future auction values for vehicles in average condition with 75,000 miles at the end of a five-year lease or ownership period. Kelley Blue Book's residual values are used by manufacturers, banks, financial institutions and the automotive leasing industry.

For more information about Kelley Blue Book's Best Resale Value Awards, please visit http://www.kbb.com/new-cars/best-resale-value-awards/.

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About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, *The Trusted Resource®*, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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